

5 Compelling Sales Words

By Nanette Miner

If you'd like to boost your business – whether that means more customers or more revenue from product sales – there are a few key words that always make customers sit up and pay attention.

1. Free
2. Guaranteed
3. Limited time
4. Superior
5. Benefit

Using these words in ads, print materials, and when speaking with customers will subtly reinforce the idea that your salon is the right place to be. Let's take a look at the power and attraction of each word.

FREE

Everyone wants something for nothing. We all like to feel we've beaten the system. Whenever possible list items together and offer one for free. For instance, FREE polish with each manicure, or, FREE scalp massage with each wash. These are probably items you're offering/doing right now – but by separating them out from the total service and highlighting one as FREE, the customer feels she has received an added benefit. For products, you might try: Buy two full-size and get a travel-size for FREE.

GUARANTEED

A guarantee offers peace of mind. It also says, "We stand behind the work we do." Very few people will actually take you up on fulfilling a guarantee, yet it is a powerfully attractive word to bring in business. By the same token, you must be committed to following through on any guarantee you commit yourself to. For instance, "You'll love your new style or we'll fix it – guaranteed!" Or, "Guaranteed not to chip for ten days or we'll touch it up."

LIMITED TIME

So many of us use coupons that we are all well aware that offers don't stick around forever. If we want the benefit of the offer, we have to act now. A limited time offer is a great way to boost sales during down times. For instance, "Cuts: 25% off now through Saturday." Or, "1/2 off a full-body massage when a manicure/pedicure package is purchased this month."

SUPERIOR

Superior shine. Superior manageability. Superior body. You get the idea.

Americans are particularly attracted to the idea of being or having the best. If the products you offer in your salon are superior, say so. If your personnel is superior

because they have won awards or attend more training each year, say so. You can also use the approach, “Look like a million bucks without spending it,” to imply that the customer will look as though they have experienced superior service, when they leave your salon.

Your employees can use this phrase when speaking to clients as well. For instance, “We only sell (or use) XX products because this line is superior to the others.”

BENEFIT

A benefit answers the customer question, “Why should I do (purchase) this?” What’s the benefit the customer is going to receive? Looking younger is a benefit. Spending less money is a benefit. Using less product may be a benefit. Spending less time getting ready in the morning is a benefit. The fact that your salon is close to the customer’s office is a benefit. Virtually any aspect of your salon business can be spun so that it is seen as a benefit.

SALON WORDS

These five words are universally appealing to consumers. Now that I’ve pointed them out you’ll undoubtedly begin to see them everywhere. In addition, sales-words that work well in the salon industry are: care-free, easy, deluxe, elegant, classic, style, pleasure, all-natural, refreshing, gorgeous, and relaxing.

Start inserting one (or more) of these compelling selling-words into your existing messages and see what a difference they make!

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